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# Association of Massage Therapists

## 2012 Annual Report



*in good hands*

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# Governance

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AMT is governed by a Board of Directors, nominated and elected by the membership. Under the terms of the AMT constitution, there is no fixed period for directorships.

AMT Directors are bound by the AMT Constitution and the Board Code of Conduct. The position of Director is voluntary and unpaid.

AMT currently employs four staff - two full time, one half time and one casual.

As a not-for-profit company, AMT is subject to the legal requirements of the Corporations Act (2001). The Association undergoes an annual company audit and must report to the Australian Securities and Investments Commission.

There are currently five committees performing specialised functions within AMT's governance structure: Discipline, Finance, Education & Research, Ethics, and Strategic Planning & Marketing. The operation of these committees is governed by specific Terms of Reference, which are included at the end of this document.

AMT's regional branches are managed by their own local Executive consisting of a Chairperson, Secretary and Treasurer.

The AMT Constitution is reviewed and updated on an ongoing basis. Changes to the constitution must be passed by Special Resolution at a General Meeting of the membership. Such changes require a 75% majority vote.



# President's Report

## by Alan Ford

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Since March last year, the Board of Directors has continued its excellent voluntary work on your behalf, with regular teleconference meetings throughout the period. The dialogue for each of these meetings is determined depending on whatever matters have been ongoing, as well as any new situations that arise between meetings.

The past year has been a watershed for the Association with the release of the AMT Massage Therapy Code of Practice and formal promotion of our AMT Strategic Plan 2011 – 2016. It has been suggested that both of these items be placed in easy to see and read positions in your clinic, to help educate and inform your clients on AMT's position on professional standards and the future direction of the massage therapy profession.

The past 12 months has seen a continuation of the work set out by the Board several years ago: the drive to recruit new members continues in earnest, changes to our operations in head office have been successful and the association is on an even keel for the months and years to come.

Personally, I have been pleased to see a continuation of regional participation in relation to education and networking. Healthy regional branches and enthusiastic local members wishing to participate and learn is what being part of ANY association is all about. Please keep up this good work, supporting each other in these times of global and national economic pressure.

The association has benefited from continued support and sponsorship from individuals and companies via the preferred business network, with discounts on goods and services from our massage equipment suppliers.

This is my final report as President of AMT and I would like to take this opportunity to give thanks to certain individuals within the association.

To our Head Office team, Beck, Rebekah and Katie, I would like to acknowledge your fantastic work. Your dedication and devotion to improving all areas of AMT office management, efficiency and member support has been paramount in our increased membership and member satisfaction over many years. Thank you.

I would also like to take this opportunity to thank all of the members of the executive Board of Directors, and those serving as Regional Coordinators. Without your input and guidance, many regional members feel a sense of detachment from the association. The regular schedule of regional meetings and events is invaluable to AMT.



# Secretary's Report

by Rebecca Barnett

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It is both a privilege and a pleasure to present yet another Secretary's Report to AMT members. Having now served for seven years in my current role, I can confidently say that 2012 was the most challenging, exhausting and exciting year to date. I believe that it will be looked back on as a time when the massage therapy industry made a gigantic leap towards professionalisation.

On the home front, we had another solid year in terms of membership growth, with an increase of nearly 10% in 2012 (from 1,719 in 2011 to 1,883 at the close of 2012). Leading up to the AGM, membership of AMT stands at 1952. This figure represents close to a 100% increase since I took over as secretary in June 2006, when the membership of AMT was hovering just below 1000. Sincere and hearty acknowledgement is due to those brave souls who took on the role of rescuing AMT at that difficult time - Alan Ford, Colin Rossie and Melanie Elsey - as the Association really was teetering on the brink.

2012 was also a solid year financially, with the Association recording an operating profit of \$82,272. Dave Moore has reported on AMT's financial position in more detail in his treasurer's report.

Staffing changes at AMT Head Office have resulted in a more harmonious and committed team. The growth in membership necessitated the recruitment of extra staff to cope with the increasing workload. We hope to be able to build on member services as a result of the recent increase in staff hours.

In terms of the bigger picture advocacy side of the equation, the release of the Code of Practice was obviously the highlight of the 2012 year for AMT. However, the Code was far from the only achievement of the Association. Below, I have outlined AMT's activities in service of the objectives articulated in the AMT Strategic Plan 2011 - 2016. Our work plan for 2012 focused on our mission to support members and professionalise the industry. We plan to focus more effort on our mission to inform and educate the public and other allied health professionals in the coming year.

## Objective: Members are skilled and well educated

- AMT continued to provide critical infrastructure to its regional branches to support member education and networking at an accessible price.
- AMT's CEU system was revised to enhance opportunities for quality education. This included a revision of the points system, with greater points being awarded for reputable conferences and events that are not directly accredited by AMT.
- The AMT Annual Conference, held regionally in 2012, featured cutting edge presentations on a range of current topics.
- AMT sponsored the visit of international presenter, Art Riggs. Art presented at the Annual Conference and at several subsequent workshops. Registration at these events was available to AMT members at a reduced rate.
- AMT actively participated in the review process for the Health Training Package (ongoing), which is being managed by the Community Services and Health Industry Skills Council. AMT's voice was represented both at the Industry Reference Group meetings and the Subject Matter Expert Group meetings.



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#### Objective: Members are supported in clinical practice

- AMT revised and upgraded practice templates and fact sheets, and made these more accessible via the AMT website ([http://amt.org.au/index.php?Page=Members\\_Practice%20Resources\\_1.php](http://amt.org.au/index.php?Page=Members_Practice%20Resources_1.php))
- AMT provided benchmark clinical standards to members through the release and dissemination of the AMT Code of Practice
- AMT provided a defined scope of practice for massage therapy via the AMT Code of Practice.
- AMT provided regular updates on issues impacting on practice via the AMT journal, email updates, the AMT website, Facebook and Twitter.

#### Objective: Massage Therapy is an evidence-based intervention

- AMT committed to a \$20,000 research project in partnership with NorphCam.
- AMT completed a comprehensive literature review on the efficacy, safety and cost effectiveness of massage therapy. This literature review formed the basis of AMT's subsequent submission to the Chief Medical Officer in connection with the government's review of the private health insurance rebate for natural therapies.

#### Objective: Massage Therapy is recognised as a distinct profession

- AMT articulated a distinct Scope of Practice for massage therapy via the AMT Code of Practice. Broader dissemination of the Code is planned in 2013.

#### Objective: The Australian government recognises Massage Therapy as a legitimate health service

- AMT has cooperated with the Department of Health and Aging review of the private health insurance rebate for natural therapies.
- AMT provided the Chief Medical with a copy of the AMT Code of Practice
- AMT reopened dialogue with NSW WorkCover and the Department of Veterans' Affairs regarding recognition of remedial massage.

#### Objective: The practice of Massage Therapy is supported by a sustainable model for governance and regulation

- The AMT Code of Practice was finalised and released. At this stage, the Code serves as an enhanced form of self-regulation. However, in 2013, AMT aims to have the Code broadly endorsed by various health regulation agencies.

We look forward to rolling out more programs in support of our objectives in the coming year.



# Treasurer's Report

## by Dave Moore

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I am pleased to present the Treasurer's Report for the year 2012.

As of the end of December 2012 AMT had net assets of \$269,299 compared with \$187,027 at the same time in 2011, thus showing an operating profit for the year of \$82,272 compared with \$63,121 for 2011.

Most of the increase came from our ever-growing membership numbers, workshop fees and from interest earned, whilst we lost ground slightly on conference fees compared to 2011. This is the normal pattern when AMT hosts a conference regionally.

Regional meeting fees are listed as a separate item in the 2012 figures for the first time. We also saw increases in GST and in Superannuation and PAYG expenses, which reflect the changes in staffing.

Despite this good result in 2012, there is no room for complacency. The Association is growing and, at the same time, becoming more involved in "the real world", requiring the generation of documents such as the recently released "Code of Practice" and representation on a number of external regulatory and educational bodies to properly promote and protect our profession.

Whilst some of this work is done voluntarily, the Board has seen a need for professional staff to allow the Association to properly support its members and pursue the future of massage as a profession, whilst also encouraging research, to support these aims. The position of Secretary has been re-structured to reflect the workload and is now a part-time paid position rather than a casual or honorary one. The number of office support staff hours has been increased due to the need to service the needs of a growing membership. The board considered the costs of these changes seriously before they were enacted but they will only show their full impact on AMT's budget in the coming 12 months.

AMT is also taking a pro-active approach to research and will be working in partnership with NorphCam to fund high-level tertiary research in 2013. This research will further enhance our aim of professional recognition.

Our only "known unknown" over the next year is our tenancy at the Newtown office. Our landlord has indicated that they are redeveloping the site, which will force us to relocate. This will incur both moving costs and a substantial increase in rent. The board had made contingency plans in the budget to allow for this.



# Statement of Comprehensive Income

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for the Financial Year Ended 31 December 2012

	Dec 2012 \$	Dec 2011 \$
Revenue	436,220	393,901
Wages, contractors & superannuation	(138,280)	(138,756)
Depreciation and amortisation expenses	(3,898)	(3,665)
Other expenses from ordinary activities	(208,942)	(187,030)
<b>Profit before income tax</b>	85,100	64,450
Income tax expense	(2,828)	(1,329)
<b>Profit for the year</b>	82,272	63,121
<b>Other comprehensive income for the year, net of tax</b>	-	-
<b>Total comprehensive income for the year</b>	82,272	63,121
Total comprehensive income attributable to members of the entity	82,272	63,121

# Statement of Financial Position

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as at 31 December 2012

	Dec 2012	Dec 2011
	\$	\$
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and cash equivalents	287,599	199,496
Trade and other receivables	1,702	1,012
Inventories	4,566	4,019
<b>TOTAL CURRENT ASSETS</b>	<b>293,867</b>	<b>204,527</b>
NON-CURRENT ASSETS		
Property, plant and equipment	3,413	5,937
<b>TOTAL NON-CURRENT ASSETS</b>	<b>3,413</b>	<b>5,937</b>
<b>TOTAL ASSETS</b>	<b>297,280</b>	<b>210,464</b>
<b>LIABILITIES</b>		
CURRENT LIABILITIES		
Trade and other payables	15,852	9,191
Provisions	12,129	14,246
<b>TOTAL CURRENT LIABILITIES</b>	<b>27,981</b>	<b>23,437</b>
<b>TOTAL LIABILITIES</b>	<b>27,981</b>	<b>23,437</b>
<b>NET ASSETS</b>	<b>269,299</b>	<b>187,027</b>
<b>EQUITY</b>		
Retained earnings	187,027	123,906
Current year earnings	82,272	63,121
<b>TOTAL EQUITY</b>	<b>269,299</b>	<b>187,027</b>

# Statement of Changes in Equity

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for the Financial Year Ended 31 December 2012

	<b>Retained Earnings</b> \$	<b>Total</b> \$
<b>Balance at 1 January 2011</b>	123,906	123,906
<b>Comprehensive income</b>		
Profit for the year	63,121	63,121
Other comprehensive income	-	-
<b>Total comprehensive income</b>	<u>63,121</u>	<u>63,121</u>
<b>Balance at 31 December 2011</b>	187,027	187,027
<b>Comprehensive income</b>		
Profit for the year	82,272	82,272
Other comprehensive income	-	-
<b>Total comprehensive income</b>	<u>82,272</u>	<u>82,272</u>
<b>Balance at 31 December 2012</b>	<u><b>269,299</b></u>	<u><b>269,299</b></u>

# Statement of Cash Flows

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as at 31 December 2012

	Dec 2012	Dec 2011
	\$	\$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Receipts from operations	426,517	388,914
Payments to suppliers and employees	(342,678)	(318,683)
Interest received	8,466	5,598
Income tax paid	(2,828)	(1,329)
<b>Net cash generated from operating activities</b>	<b>89,477</b>	<b>74,500</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Payment for plant and equipment	(1,374)	(3,573)
Net cash (used in) investing activities	(1,374)	(3,573)
Net increase in cash held	88,103	70,927
Cash at the beginning of the financial year	199,496	128,569
<b>Cash at the end of the financial year</b>	<b>287,599</b>	<b>199,496</b>

# Operating Profit or Loss

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## for the Financial Year Ended 31 December 2012

The operating profit or loss before income tax includes the following items of revenue and expense:

	<b>2012</b>	<b>2011</b>
	<b>\$</b>	<b>\$</b>
<b>REVENUE</b>		
Membership fees	298,879	259,959
Conference fees	56,002	70,757
Advertising income	8,754	10,967
Workshops	43,496	30,512
Merchandise sales	8,599	8,707
Region meeting fees	3,669	-
Interest income	8,466	5,598
Other income	8,355	7,401
	<b>436,220</b>	<b>393,901</b>
<b>EXPENSES</b>		
Conference fees	42,707	60,393
Advertising expenses	215	-
Audit fees	4,364	4,532
Depreciation	3,898	3,665
Raw materials and consumables used	2,955	2,634
Wages & salaries	138,280	138,756
Annual leave	4,209	3,557
Rent	11,246	11,278
Insurance	2,874	4,562
Newsletter costs	22,226	24,164
All other expenses	118,146	75,910
	<b>351,120</b>	<b>329,451</b>

## The Board

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ALAN FORD  
President

DAVE MOORE  
Treasurer

ANNETTE CASSAR  
Director

KERRY HAGE  
Director

DESLEY SCOTT  
Director

JODEE SHEAD  
Director

DEREK ZORZIT  
Director

## Head Office Staff

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KATIE SNELL  
Office Manager

REBECCA BARNETT  
Company Secretary

REBEKAH SHORT  
Administration Officer

# AMT Ethics Committee

## Terms of Reference

*As approved by the Board on 15 December 2008*

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### **Purpose**

The purpose of the Ethics Committee is to develop and review ethical guidelines for the Association and to promote high ethical standards in the practice of Massage Therapy.

### **Composition**

The AMT Ethics Committee shall consist of:

- A Chairperson (from the Board) to be elected by the Committee
- Up to 4 additional AMT Board members
- Up to 5 additional members who could be either from the membership or specialist, external consultants.

A quorum will consist of at least fifty percent plus one of members of the Ethics Committee. Business may be conducted electronically, or via teleconference, or at face-to-face meetings.

### **Frequency of Meetings**

The Ethics Committee shall meet at least 3 times a year either via teleconference or face to face.

The Committee shall also meet at the call of the AMT Board or as needed to advise the Discipline Committee in the event of a formal complaint against an AMT member.

### **Specific responsibilities**

1. To develop and regularly review a National Code of Conduct for Massage Therapists.
2. To develop and regularly review a National Code of Practice for Massage Therapists.
3. To regularly review the AMT members' Code of Ethics and amend it as necessary.
4. To advise the Discipline Committee where necessary in the handling of any formal complaints against an AMT member.
5. To consider and make recommendations to the Board on ethical issues that may arise within the Association or the industry at large.
6. To monitor and review the Code of Conduct for AMT Directors.
7. To ensure that any AMT sponsored research or research grants have passed the ethical criteria of an external Ethics Review panel.

# AMT Strategic Planning and Marketing Committee Terms of Reference

*As approved by the Board on 15 December 2008*

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## **Purpose**

The purpose of the Strategic Planning and Marketing Committee is to guide the culture, values, priorities and goals of AMT and determine future directions that align with the Association's objects.

## **Composition**

The AMT Strategic Planning and Marketing Committee shall consist of:

- A Chairperson from the Board, to be elected from the Committee.
- The Secretary of the association, who is not to be the elected Chair of the Committee.
- Up to 4 other members, at least one of whom is also a Board member.

A quorum will consist of 3 members, at least one of whom will be either the Strategic Planning Committee and Marketing Chair or the association Secretary. Business may be conducted via teleconference, at face-to-face meetings or electronically.

## **Frequency of Meetings**

The Strategic Planning and Marketing Committee will meet either via teleconference or face to face at least 3 times per annum or as directed by the Board.

## **Duties/Responsibilities**

1. To develop a 10-year strategic plan that fulfils AMT's 5 key objectives:
  - The Australian public recognises the benefits of Massage Therapy and has the information, knowledge and resources to choose a professional therapist
  - The Australian government recognises Massage Therapy as a legitimate health service
  - Practitioners of Massage Therapy are adequately skilled and well-educated
  - Practitioners of Massage Therapy are supported in clinical practice
  - The practice of Massage Therapy in Australia is supported by a sustainable model for governance and regulation
2. To advise on the implementation and resourcing of the strategic plan by developing work plans and consulting with the Finance Committee on issues of budget.
3. To oversee the implementation of the strategic plan.
4. To monitor and respond to membership trends, including recruitment and retention.
5. To identify and recommend marketing priorities for the association.
6. To maintain and enhance the AMT brand & identity.
7. To monitor industry trends and advise the board appropriately.
8. To ensure the relevance and long-term viability of AMT.

# AMT Education and Research Committee

## Terms of Reference

*As approved by the Board on 8 December 2008*

### Purpose

The purpose of the Education and Research Committee is to:

- Establish and monitor ongoing learning programmes/pathways that support the development and promotion of the professional vocation of the Massage Therapist.
- Promote the conduct, distribution, assimilation and clinical application of quality research in all areas of Massage Therapy.

### Composition

The AMT Education Committee shall consist of:

- A Chairperson (from the Board) to be elected by the Committee
- Up to 3 additional AMT Board members
- Up to 3 additional AMT members could be co-opted if there is sufficient interest from the membership.

At least fifty percent plus one of members of the Education and Research Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

### Eligibility Criteria

To be appointed to the Education and Research Committee, members must fulfil at least one of the following criteria:

- Hold a current Cert IV in Training and Assessment Systems or a Diploma in Training and Assessment Systems.
- Have completed the minimum of a Diploma of Remedial Massage, Associate Diploma / Diploma in Health Science (Massage Therapy) or equivalent.
- Have sustained an exemplary CEU record for the past 7 years
- Have a tertiary degree
- Have experience in research or completed substantive study in research methodology.

### Frequency of Meetings

The Education Committee shall meet at least 3 times a year via teleconference or face to face. The Committee shall also meet at the call of the AMT Board and as needed to review submissions for workshop accreditation.

### Responsibilities

Specific responsibilities of the Education and Research Committee include:

1. Providing advice on matters relating to training and research to the AMT Board and other groups.
2. Monitoring industry trends and validating training against government, industry and individual requirements.
3. Supplying delegate(s) to serve on review panels and steering committees for training package qualifications.

4. Reviewing and restructuring AMT's continuing education (CEU) scheme to ensure that it meets the needs of the profession, 3rd party payers and other stakeholders such as the general public and relevant government bodies.
5. Developing distinct post-graduate learning pathways that reflect the areas of specialisation within the Massage Therapy industry.
6. Monitoring research projects and trends both locally and overseas.
7. Facilitating access to relevant research and fostering research literacy to members.
8. Developing partnerships with appropriate organisations and institutions who are involved in research that advances the application and acceptance of Massage Therapy.
9. Tasks as allocated by the Association Board.

### Others

1. Monitoring changes/developments to the national training package qualifications.
2. Maintaining an open dialogue with industry stakeholders.
3. Assessing applications for accreditation of continuing education workshops.

# AMT Discipline Committee

## Terms of Reference

*As approved by the Board on July 28 2008*

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### **Purpose**

The purpose of the Discipline Committee is to ensure the Compliance of AMT members with AMT rules, Codes of Conduct and Code of Practice (when developed) by investigating all reports and complaints and taking appropriate action as determined.

### **Composition**

The AMT Discipline Committee shall consist of:

- A Chairperson, to be elected by the Committee
- Up to 4 additional AMT Board members

At least fifty percent plus one of members of the Discipline Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

### **Frequency of Meetings**

The Discipline Committee shall meet face-to-face, electronically or via teleconference to arbitrate on any formal complaints/matters brought before it. The Committee shall also meet at the call of the AMT Board and as needed to provide effective recommendations and oversight of relevant matters.

### **Responsibilities**

Specific responsibilities of the Discipline Committee include:

1. Developing, monitoring and regularly reviewing AMT's complaints policy.
2. Monitoring and reporting on any changes in legislation referring to the conduct and practice of Massage Therapy.
3. Responding to and investigating complaints in a timely fashion.
4. Maintaining comprehensive and accurate records of all matters/complaints.
5. Escalating matters of concern to the full Board, the Health Care Complaints Commission or the police as required.
6. Providing advice to the Board regarding changes to the Code of Conduct and Code of Practice (when developed)
7. Participating with other Committees/parties in the development of a Code of Practice.

# AMT Finance Committee Terms of Reference

*As approved by the Board on July 28 2008*

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## **Purpose**

The purpose of the Finance Committee is to ensure the fiscal stability and long-term financial viability of AMT.

## **Composition**

The AMT Finance Committee shall consist of:

- A Chairperson, to be elected by the Committee
- The AMT Treasurer
- Up to 2 additional AMT Board members
- Up to 3 additional AMT members could be co-opted if there is sufficient interest from the membership.

At least fifty percent plus one of members of the Finance Committee shall constitute a quorum. Business may be conducted electronically or via teleconference or at face-to-face meetings.

## **Frequency of Meetings**

The Finance Committee shall meet electronically at least one week prior to each Board meeting to review the current Profit and Loss statements and Balance Sheet and compile a summary of AMT's financial position to present to the Board. The Committee shall also meet at the call of the AMT Board and as needed to provide effective recommendations and oversight of AMT's finances.

## **Responsibilities**

Specific responsibilities of the Finance Committee include:

1. Monitoring financial operations, trends and results.
2. Overseeing the preparation and accuracy of annual and long-range operating budgets.
3. Ensuring that timely, accurate and useful financial information is presented to the Board.
4. Recommending budgets and financial decisions to the Board for approval or other required action.
5. Developing and recommending appropriate policies to guide the financial affairs of AMT. In this area, the Committee will need to consult closely with the Strategic Planning/ Marketing Committee.